

ARTS & ENTERTAINMENT

Participants:

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- Overview of Industry
 - Film/TV productions
 - Music
 - Live entertainment
 - Theatre
 - Sports
 - concerts
 - Tourism/conventions
- Film / TV production Below the Line(BLT)
BTL – electricians, grips, gaffers, basic technicians (sound & lighting)
ATL – actors, producers, directors
- Music –
 - Infrastructure – managers, publishers, booking agents, promoters
 - Live Entertainment –shares same BLT skills & occupations as Film/TV production
- Live Entertainment Training –
 - Same ATL occupations
 - Same BTL occupations
 - Music UNO digital equipment training/demand for operators
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- Specialty Areas in Accounting & law – sales & distribution courses, royalty accounting. & laws

TRAINING RESOURCES

- Delgado – technical competency: music business program, audio engineering, TV production; other BTL Training needed
 - UNO – Film schools (not training technicians & crews), UNO Sound Stage – need to expand. UNO = 6th best film school in LA – focus is motion capture
 - Loyola
- Need Internship programs
- No Formal Play writing program; Loyola does offer some classes; Tulane has Screen Writing Classes/Program?
- Strong Music Business Program at Loyola
- No training on how to write business plans for entertainment related occupations

- University of Louisiana at Lafayette(ULL) – Animation program is great training resource

Key Issue: Creating Demand/Market for Existing Workforce

- Key Issues – create demand
- Workers need consistent work

Economic Development Opportunities

- Need to Market Region as Place to industry to live and do business emphasizing great quality of life --Lights, Camera, Party!
- Need to make it easy to do business/weak infrastructure
- No Major Distribution Companies
 - Only regional distribution company is (LA Red Hot)
- Only 5 major distributors in the world
 - Future – more regional distributors
- Need to grow consistent work in commercial TV/Film production (people, equipment) – now there are lots of 3 day shoots
- Connect Convention Business with Local Companies
- Top Priorities = film & music

ISSUES

- Bankers/Venture Capitalists: need to better understand industry and investment opportunities
- Market New Incentives – only state in country
 - No other state has tax credits that can be sold:
 - Labor tax credit
 - Investment tax credits
 - Sales tax credit

SKILLS

- \$60-\$70 per hour – gaffer (sets up rigger);High School degree not necessary
- \$57.00 – gripper (per hour);high school degree not necessary
- BTL occupations – requires no high school degree
- UCLA – teaching BTL occupations with industry reps as teachers not tenured professors
- California –mobile trailer that travels around region and does flexible, just-in-time training with performance-based assessment

Priorities - training

- Digital editing

KEY ISSUES

- Generate Focused Demand
 - Focus music & film

- Infrastructure improvement
- Marketing
- Capital